

WDAF - TV - Issue Ad Public File Checklist

1. DSCC - Democratic Senatorial Campaign Committee
Name of Sponsoring Organization
2. Accepted: X Rejected: _____ (mark one)
3. Class of Time: Issue
4. 8/13 - 8/22
Flight dates and times
5. Issue
Rate charged
6. DSCC - IE
Description of Issue
6. 430 S. Capitol Street SE, Washington, DC 20003
Address of Sponsoring Organization
7. 202 - 224 - 2447 _____
Telephone Number of Sponsoring Organization Email Address
8. Martha McKenna Director
Sponsor's Officers/Directors/Executive Committee
9. _____
Description of substantiation provided (if any)
10. Proper Sponsorship Identification: Yes X No _____
- [Signature] 8/15/12
Name Date



WDAF-TV

ORDER

Print Date 08/10/12 Page 1 of 4

Flight Dates 08/11/12-08/22/12

Contract / Revision 567510 /

Original Date / Revision
08/10/12 08/10/12

Advertiser Democratic Senatorial Camp

Agency Great American Media

Buying Contact

1010 Wisconsin Ave NW
Suite 800
Washington, DC 20007

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Product

DSCC IE

Agency Com 15%

Billing Contact

1010 Wisconsin Ave NW
Suite 800
Washington, DC 20007

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1597

Alt Order # 09788330

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL PLI POL

Product Codes PL2B

Priority 1

Advertiser Ref

Order Share 28% Market Value 151071

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	29%	43810
KCWE	%	0
KMBC	25%	37767
KMCI	%	0
KPXE	%	0
KSHB	18%	27192
KSMO	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	81	\$35,955.00	\$42,300.00	0.00
Totals	81	\$35,955.00	\$42,300.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/22/12	81	\$35,955.00	\$42,300.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	4	08/13/12	08/17/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	MTWTF--	:30	5	\$450.00	2	0.00	NM	5	\$2,250.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	MTWTF--	5		\$450.00		0.00						
E 2	4	08/20/12	08/22/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	MTW----	:30	3	\$450.00	2	0.00	NM	3	\$1,350.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	MTW----	3		\$450.00		0.00						
E 3	4	08/13/12	08/17/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	MTWTF--	:30	5	\$450.00	2	0.00	NM	5	\$2,250.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	MTWTF--	5		\$450.00		0.00						

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount		
E 24	4	08/13/12	08/20/12	Monday Prime A FOX Prime Monday 7-8p	CM-All	7p-8p	M-----	:30	1	\$1,500.00	2	0.00	NM	2	\$3,000.00	
MASTER CHEF																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
		Week: 08/13/12	08/19/12	M-----					1	\$1,500.00		0.00				
		Week: 08/20/12	08/26/12	M-----					1	\$1,500.00		0.00				
E 25	4	08/21/12	08/21/12	Tuesday Prime B FOX Prime Tuesday 8-9p	CM-All	8p-9p	-T-----	:30	1	\$1,500.00	2	0.00	NM	1	\$1,500.00	
MASTERCHEF																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	-T-----					1	\$1,500.00		0.00				
E 26	4	08/15/12	08/22/12	Wednesday Prime Rotator FOX Prime Wed. Rotator	CM-All	7p-9p	--W----	:30	2	\$1,500.00	2	0.00	NM	4	\$6,000.00	
SO YOU THINK YOU CAN DANCE																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
		Week: 08/13/12	08/19/12	--W----					2	\$1,500.00		0.00				
		Week: 08/20/12	08/26/12	--W----					2	\$1,500.00		0.00				
E 27	4	08/13/12	08/17/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	MTWTF--	:30	3	\$750.00	2	0.00	NM	3	\$2,250.00	
FOX 4 NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
		Week: 08/13/12	08/19/12	MTWTF--					3	\$750.00		0.00				
E 28	4	08/20/12	08/22/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	MTW----	:30	2	\$750.00	2	0.00	NM	2	\$1,500.00	
FOX 4 NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	MTW----					2	\$750.00		0.00				
E 29	4	08/18/12	08/18/12	Sa 9-10p Sa 9-10p	CM-All	9-10p	-----S-	:30	2	\$450.00	2	0.00	NM	2	\$900.00	
FOX 4 NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
		Week: 08/13/12	08/19/12	-----S-					2	\$450.00		0.00				
E 30	4	08/18/12	08/18/12	Sa 10-1030p Sa 10-1030p	CM-All	10-1030p	-----S-	:30	2	\$450.00	2	0.00	NM	2	\$900.00	
FOX 4 NEWS 10P																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
		Week: 08/13/12	08/19/12	-----S-					2	\$450.00		0.00				
														Totals	81	\$42,300.00